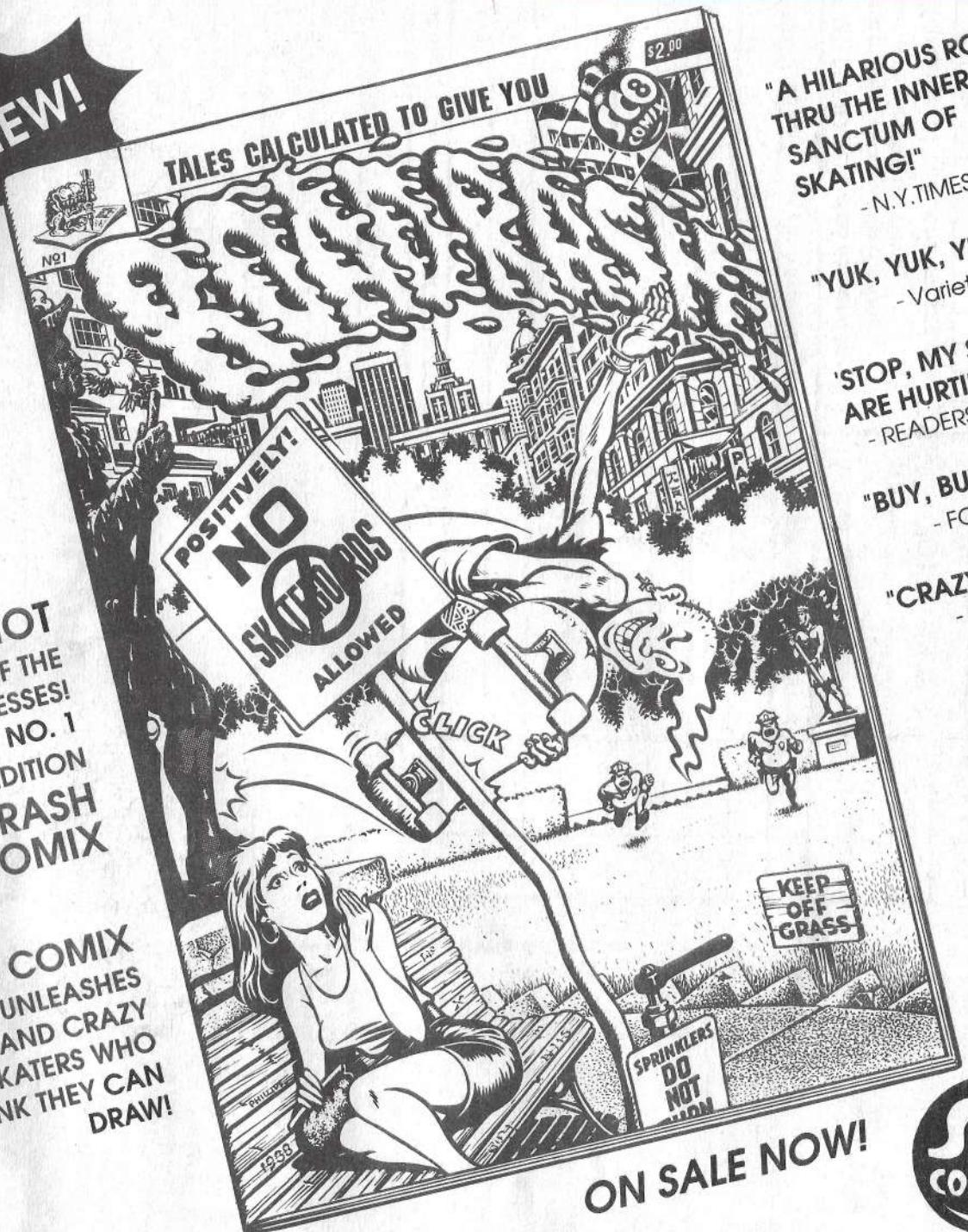


SKATE CENTRAL

NEW!

HOT
OFF THE
PRESSES!
NO. 1
FIRST EDITION
ROAD RASH
COMIX

SC8 COMIX
UNLEASHES
8 WILD AND CRAZY
SKATERS WHO
THINK THEY CAN
DRAW!



ON SALE NOW!

"A HILARIOUS ROMP
THRU THE INNER
SANCTUM OF
SKATING!"

- N.Y. TIMES

"YUK, YUK, YUK!"
- Variety

'STOP, MY SIDES
ARE HURTING!"
- READERS DIGEST

"BUY, BUY!"
- FORBES

"CRAZY"
- MAD

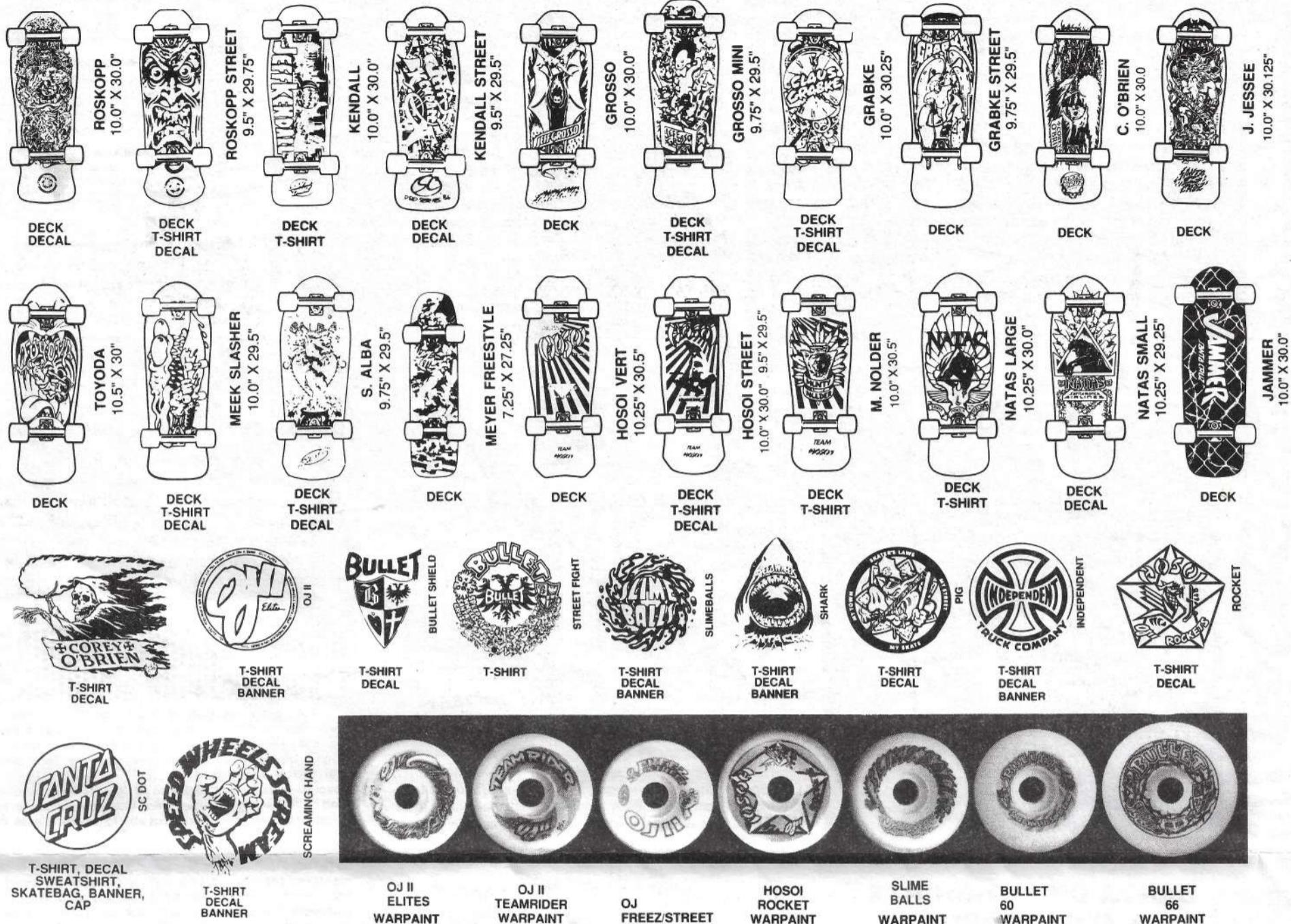


SANTA CRUZ PRODUCTS ALSO AVAILABLE AT YOUR LOCAL DEALER!



SKATE CENTRAL

SKATE CENTRAL P.O. BOX 1476, SOQUEL, CA. 95073 (408)475-4110



SANTA CRUZ SKATEBOARDS

7/PLY MAPLE DECK.....	\$42.00
Roskopp	Roskopp Street
Kendall	Kendall Street
Grosso	Grosso Mini
Grabke	Grabke Street
Meek Slasher	S. Alba
C. O'Brien	Jesse
Meyer Freestyle	Toyoda
BLACKTOP SERIES LIMITED DECK \$46.00	
Kendall Street	Hosoi Street
Roskopp Street	Natas-SMA small
Call us for other deck designs!	
JAMMER.....	\$30.00

HOSOI SKATEBOARDS

EACH DECK.....	\$42.00
Hosoi Vert, Hosoi Street.	
Hosoi Street Mini, M. Nolder	

NATAS - SANTA MONICA AIRLINES

EACH DECK.....	\$42.00
Natas Kaupas - small & large	

SPEED WHEELS SANTA CRUZ

(Specify hardness and color)	
SET OF 4 WITHOUT BEARINGS	\$25.00
SET OF 4 WITH BEARINGS	
AND SPACERS.....	\$33.00
OJ II 60mm - 92, 95, 97A	
OJ II Freez/Street 57mm - 92, 95, 97A	
OJ II Teamrider 57mm - 92, 95, 97A	
OJ II Teamrider 61mm - 92, 95, 97A	
Hosoi Rocket 61mm - 92, 95, 97A	
Bullet 60mm - 92, 95, 97A	
Bullet 66mm - 92, 95, 97A	
Slimeballs 60mm - 92, 95, 97A	

TRUCKS (Indicate size and color)

INDEPENDENT	Price per truck
101mm Silver.....	\$11.00
149mm Silver.....	14.00
159mm Silver.....	15.00
169mm Silver.....	16.00
215mm Silver.....	18.00
VENTURE	
8 3/4" Silver.....	11.00
8 3/4" Black, White, Red, Blue..	12.00
GULLWING	
Pro III - Econ 8 1/2".....	13.00
Pro III - Econ 9", silver.....	14.00
9" Rainbow Colors.....	18.00
Phoenix.....	19.00

CUSTOM COMPLETE SKATEBOARDS

FULLY ASSEMBLED \$115.00
Any deck, truck, wheel listed, bearings
hardware, griptape, riserpads,
FREE assembly.

SPECIAL COMPLETE SKATEBOARDS

JAMMER LARGE..... \$65.00
Includes Independent trucks, Santa
Cruz Speed Wheels, bearings, hard-
ware, griptape, riserpads, FREE
assembly. (Sorry no substitutes)

PLASTICS

(Indicate size, color and deck to fit)	
Nose.....	2.00
Nose Lip.....	3.00
Ugly Nose Rail.....	3.00
Santa Cruz Rails (2).....	5.00
Ugly Stix Rails (2).....	5.00
Big Ugly Stix Rails (2).....	6.00
Bird I Lapper.....	5.00
Bird II Lapper.....	5.50
Indy Grindmaster, thick	2.50
Cell Block 3/16", 9/16" (ea.)	.50
Cell Block III, 3/8".....	2.00

ACCESSORIES (specify amount)

Santa Cruz Rip Grip, small (ea)	.50
SC Rip Grip medium.....	.50
SC Rip Grip large.....	1.00
Griptape per foot, black.....	3.50
Independent Speedrings (8).....	2.00
Snap Urethane Cushions (4).....	2.00
SKF Bearings (each).....	1.25
Bearing Spacer (each).....	.20
Skate Wrench.....	3.00
Truck Mounting Hardware (ea).....	.20
T-Bolt/Sex Bolt (each).....	.20

VIDEO

WHEELS OF FIRE \$30.00

T-SHIRTS (Indicate small, medium, large, ex-large)

SHORT SLEEVE..... \$11.00

Santa Cruz Dot	Kendall
Independent Dot	Grosso
OJ II	Grabke
Bullet Shield	Slasher
Slimeballs	Natas
Shark	Pig
Roskopp	Street Fight
Hosoi	S. Alba
Screaming Hand	Nolder
C. O'Brien	Rocket

SWEATSHIRTS (Indicate small, medium, large, ex-large)

HOODED Santa Cruz..... \$26.00

CREW NECK Santa Cruz/Indy \$20.00

LIMITED SUPPLY - Phone orders only.

SAFETY EQUIPMENT (Indicate small, medium, or large)

PROTEC

Sidecut Helmet.....	\$35.00
Sidecut Helmet liner only.....	12.00
RECTOR	
Knee Proformer.....	17.00
Knee Regular.....	30.00
Elbow Regular.....	25.00
Recaps - Short.....	5.00
Recaps - Long.....	6.00
Riot gloves.....	18.00
Wrist guards.....	19.00
SMITH.	
Gloves.....	20.00
Recaps.....	7.00

SANTA CRUZ SKATEBAGS

Small..... 10.00

Large..... 17.00

CONTEST BANNERS

EACH..... 10.00

Santa Cruz, Independent, Hosoi

OJ II, Screaming Hand

PAINTER'S CAPS

ONE SIZE FITS ALL..... 5.00

Santa Cruz, Independent, Hosoi

OJ II, Slimeballs, Shark

POSTERS EACH..... 2.00

Roskopp, S. Alba, Kendall, Grosso, J. Jessee, Hosoi, Grabke, C. O'Brien, Natas

EXTRA LARGE..... \$4.00

Santa Cruz, OJ II, Independent, Roskopp, Slasher, Grabke, Slimeballs

PATCHES EACH..... \$2.00

Sant Cruz, Indy

DECAL GRAB BAG

20 ASSORTED PREPACK..... 5.00

SANTA CRUZ PRODUCTS ALSO AVAILABLE AT YOUR LOCAL DEALER!



VIDEO

"Wheels of Fire" has proven to be the most action packed, visually dynamic skateboard video to date.

Featured professional skaters are Rob Roskopp, Christian Hosoi, Natas Kaupas, Jeff Kendall, Steve Alba, Claus Grabke, Jeff Grosso and Keith Meek. "Wheels of Fire" is the first full length skateboard video to be shot entirely on 16mm film, resulting in crystal clear action and super slow motion. The skateboard action is outrageous, taking place at skate spots never before seen on video. See the Love Bowl, backyard pools, Los Angeles streets, Arizona underground pipes, downtown Indianapolis, and the legendary Raging Waters "Boomer Ramp". The sound track is also outrageous, featuring skate rock from Claus Grabke and his band Eight Days a Week, JFA courtesy of Placebo Records, Frank Novicki and his surf guitar, and Screaming Lord Salba featuring Steve Alba. The skaters, action and the music all combine to form the hottest skate video ever to be seen. Available in VHS, Beta and PAL. Run time: 45 minutes.

STRANGE NOTES

Available from Santa Cruz Skateboards is "Strange Notes" a bi-monthly promotional 'zine (mini magazine). Each issue will feature an interview with a pro skater from Santa Cruz Skateboards, Hosoi Skateboards or Santa Monica Airlines. In addition, there are product reviews, skate scene coverage from around the world, and a healthy supply of interesting photos. The layout and format are unique, taking on an underground magazine look. FREE with every order, while supplies last!

SANTA CRUZ T-SHIRTS & ACCESSORIES

T-SHIRTS

All T-shirts are heavy, super stitched 100% cotton, printed on both front and back using the same hot graphics from our pro decks and decals.

SWEATSHIRTS

All hooded and crew neck sweatshirts are heavy, super stitched nine ounce 50/50 fabric, built for abuse and long wear. Like our t-shirts, all graphics are bright, multi-colored, long lasting and bold.

SKATEBAGS

Available in small and large, these tough nylon bags are perfect for carrying gear for skating, school, travel or storage.

BANNERS

Fashioned after pro contest banners, logos are printed on heavy reinforced paper cloth with hanging grommets in the corners. Perfect for the skate shop, local ramp or bedroom wall.

PATCHES AND DECALS

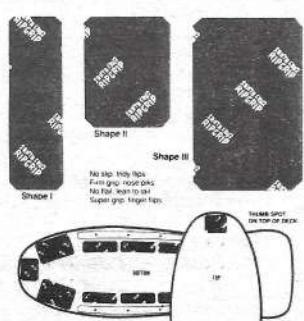
Skate patches are sewn from tough, heavy thread with a super stick adhesive backing for easy application on jackets, clothing, hats, skatebags, etc. Our brightly colored decals are printed on vinyl and mylar and cover the full pro deck line and product logos.

POSTERS

Full color 16" X 22" posters on glossy paper stock featuring our pro riders in action.

SANTA CRUZ RIP GRIP

Rip Grip is an "elite urethane" material used for hand grip. It's lightweight and grippy, even when moist and is available in three sizes designed for areas of the board where hands and fingers grab. It's flat, thin design allows for grip when and where you need it, without getting in the way or catching. Its instant stick flypaper adhesive stays on and the shapes allow for creative scissor cutting. Rip Grip has been a huge success and has quickly established itself as an essential addition to any skateboard for one simple reason: It works! Available in 3 sizes and assorted colors.



SANTA CRUZ RIPGRIP

Rip Grip is for hand grip under nose and along rails where fingers grab.



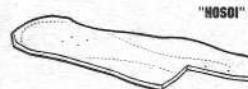
SANTA CRUZ, HOSOI AND NATAS - SMA SKATEBOARDS

SANTA CRUZ GRADUATED CONCAVE SYSTEM

3 DIFFERENT DESIGNS FOR DIFFERENT STYLES OF RIDING



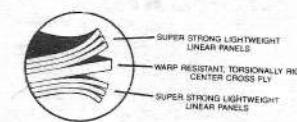
"TRI-TAIL" DESIGN
Puts concave exactly where you need it. Utilizes a skater designed tail with "dog ears" - a tail shape that "cradles" the foot. This gives stability by eliminating rear toe movement during air maneuvers. 7 concave depth, 2 upturned front truck section, 6 upturned nose section, 17 kicktail with "dog ears" 7-ply maple. Available in all models except Freestyler and Hosoi.



"HOSOI" BY SANTA CRUZ DESIGN
Designed by Christian Hosoi, crafted by Santa Cruz. Christian used the "opposing forces" theory with a twist. By curving the concave section inward past the front trucks then outward towards the kicktail, the rider's front foot is "cradled" and locked in during air maneuvers! 6 concave, 6 upturned nose, 16 kicktail. Available on all Hosoi decks.



"LINEAR CONCAVE DESIGN"
"Box Beam" construction adds extra strength to already super strong 7-ply laminates. 10 upturned nose section, 6 concave sides running straight back from the nose to the tail, 16 kicktail, 7-ply maple. Available in Ray Meyer's Freestyler model.



SUPER STRONG LIGHTWEIGHT LINEAR PANELS
WARP RESISTANT, TORSIONALLY RIGID CENTER CROSS FLY
SUPER STRONG LIGHTWEIGHT LINEAR PANELS

BLACKTOP series ltd.

NEW BLACKTOP SERIES LIMITED DECKS!

New Blacktop Series decks are built tough from our new super strong hard maple decks, laminated even stronger with our new Blacktop skin on top of the deck. Most decks break from the top down. Blacktop skins eliminate top layer overstressing. The result, our Santa Cruz wood decks are now livelier, more responsive and stronger!



Each wheel below is available in 92A, 95A and 97A hardnesses:
OJ II Elites 60mm reversible with dead center bearings, super glide preferred design. Forgiving, smooth and catch free on lips and curbs. Great all around wheel. War paint wheel graphics. NEW! Backside street conical, with print.

Hosoi Rockets by OJ II designed by Christian Hosoi, reversible with dead center bearings. Double conical face allows for smooth transition to vertical surfaces. Preferred radius back for smooth release. Warpaint wheel graphics, both sides.

OJ II Teamrider 61mm and 57mm reversible with dead center bearings, no flex edge radius/conical flow design. Ultimate wheel for combination max speed and lightness. Less forgiving than OJ II Elites.

Edge design allows controlled grab on lips and curbs. War paint wheel graphics on both sides universally match colors of board graphics.

OJ II Freestyle 57mm, 97A only, designed to extend flush with the edge of Freestyle boards without axle washers. Large conical back with a clean outer edge for catch free skating. Light and quick. Bold wheel graphics.

OJ II Freestyle/Street 57mm, 95A and 92A only. Same design as OJ II Freestyle, but with a wider road surface for longer wear, redesigned for the street, large conical back creates a good transition between truck and wheel, catch free on curbs, lightweight and quick. Bold screaming hand wheel graphics.

Slimeballs 60mm reversible with dead center bearings, no flex edge preferred radius design. More meat for longer wear, close to OJ II Elite, Skater's preference in vomit theme warpaint wheel graphics with back side, no ball, no glory print.

Bullet 60mm reversible with dead center bearing, sharp 60° conical both sides. Maximum no flex edge graphics both sides.

Bullet 66mm reversible with dead center bearings. Max diameter and no flex edge for speed. More material for longer wear. Speed is it! Warpaint graphics both sides.

ELITE URETHANES

Speed Wheels Santa Cruz has the most experienced urethane specialist at our disposal, creating what is known as "Elite Urethanes". Each Speed Wheel design is poured from its own unique "Elite Urethane" blend, the fastest, on command slideable urethane available. Each formula and wheel design is abuse tested by our pro riders and ensure no chipping, no coning, no bearing seat stretch, no softening and no speed loss. Hands down, Elite Urethanes are the best.

SPEED WHEEL DESIGNS

Speed Wheels Santa Cruz are individually designed to cover any skater's needs with nine different shapes and sizes, all available in 92A, 95A and 97A hardnesses. Features include: Reversible wheels with dead center bearings for long wear and a no flex edge radius lip unique to each wheel design for maximum speed and smooth, controlled, on command slide.

SPEED WHEEL GRAPHICS

Speed Wheels Santa Cruz, the first with two sided color wheel graphics, now introduces the "War Paint" series, four color wheel graphics available on Bullets, OJ II Elites, OJ II Teamriders, Slimeballs and Hosoi Rockets. The best performing, best looking wheels ever!

SPEED WHEELS DIAMETER GUIDELINES

57MM WHEELS - designed for street. Very responsive and lightweight, quickest release from lips and curbs. Doesn't roll over things as easily as larger wheel, quick pop on ollies, lower top speed but has quickest acceleration. Good wheel clearance, less material for wear.

60MM OR 61MM - Best all around size, perfect combo of speed, acceleration, lightness, responsiveness, with good roll. Designed for all types of riding from street to vert. The standard size in skateboarding.

66MM - Designed for high top speed on bigger ramps or larger skate spots. Great for street as they roll over obstacles easily. Slightly heavier, slower acceleration, and slower release on lips and curbs than a smaller wheel, more material for longest wear, less wheel clearance. Speed is it!

ELITE URETHANES - HARDNESS GUIDELINES

92A STREET - Smooth, fast, durable, soft enough to absorb coarse asphalt with on command slide. The choice for the street skater.

95A COMBO - All around street, pool, ramp. Soft enough for smooth riding, hard enough for speed and sliding. The best of both worlds.

97A RAMP - Hard, resilient, smooth. The pro's choice for competition. Also popular in pools and on the streets.

SPEED WHEELS SANTA CRUZ TRUCK SUSPENSION CUSHIONS

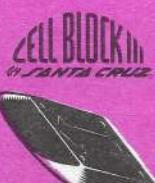
It only makes sense that the best "Elite Urethane" formulas for wheels would lead to the best urethanes for truck cushions and Santa Cruz has done it! Available in two hardnesses, assorted colors to match our wheels and with screaming hand graphics, these cushions perform and look outrageous.

CELL BLOCK PLASTICS BY SANTA CRUZ



CELL BLOCK I AND II

The original stacking riser pad system is still the best. Lightweight, tough and true. Cell Block I is 3/16" and stackable. Cell Block II is 9/16". Available in assorted colors.



CELL BLOCK III

A revolutionary design that makes all skateboard decks stronger! It's a rear truck pad that spreads the shock of "ollie" maneuvers and street ramp landings over a large area of the board. This makes the deck stronger and more resistant to breaking. Available in assorted colors.



CELL BLOCK RAILS

New super tough, super slide radius design in a 14.5" length. Strong yet pliable to conform to deck shape. Available in assorted colors, packaged with t-bolt hardware and decal.

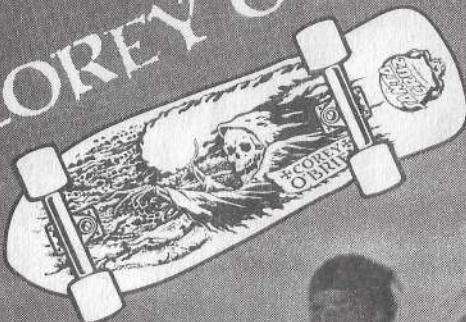


NEW JASON JESSEE



JASON JESSEE
MODEL
10 1/8" X 30 1/8"

NEW
COREY O'BRIEN



COREY O'BRIEN
MODEL
10" X 30"

NEW from SANTA CRUZ SKATEBOARD'S hottest up and coming team pros.

Jason's deck has a smooth, no-nonsense shape for vert or street.

Corey's deck is a well balanced all around shape for all terrains.

Both decks feature the SANTA CRUZ tri-tail concave system
and the new super strong 7/ply maple laminates.



SKATE CENTRAL
P.O. BOX 1476
SOQUEL, CA. 95073

Bulk Rate
U.S. Postage
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